



WPXI
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Pittsburgh, PA 15264-0132
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Advertiser
Agency
Buyer
Salesperson

Pol/R Casey/D/US Senate (16759)
Shorr & Associates (2909)
D'ETTORRE, MICHAEL
Telerep/Washington DC, Washington DC (1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
POL/R CASEY/D/SEN/PA (134170)
National/Political
/06334717

Invoice 631097
Inv Date 9/30/2012
Terms Net 30
Contract 332908
Bill Type Standard
Period 8/27/2012 - 9/30/2012

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

BOB CASEY 9/25
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal
Package
Gen. Date 10/1/2012 10:58:37AM

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

| Line | Type | Scheduled | Schedule Days to Run | Air Time | Length | Program | Copy/ISCI | Amount | Remarks |
|------|---|--------------------|------------------------------|-----------------------|--------|------------------------|----------------------|-----------|----------|
| 1.0 | Contract Line Remarks: TODAY 7-8A/1 | | | | | | | | |
| | Spot | 7:00:00AM- 8:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 09/25/12 7:29AM (Tu) | 00:30 | Today Show | BCTV1203H | \$850.00 | |
| | Spot | 7:00:00AM- 8:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 09/26/12 7:27AM (We) | 00:30 | Today Show | BCTV1203H | \$850.00 | |
| | Spot | 7:00:00AM- 8:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 09/27/12 7:27AM (Th) | 00:30 | Today Show | BCTV1201H | \$850.00 | |
| | Spot | 7:00:00AM- 8:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 09/28/12 7:30AM (Fr) | 00:30 | Today Show | BCTV1203H | \$850.00 | |
| 3.0 | Contract Line Remarks: TODAY 8-9A/3 | | | | | | | | |
| | Spot | 8:00:00AM- 9:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 09/25/12 8:43AM (Tu) | 00:30 | Today Show | BCTV1201H | \$800.00 | |
| | Spot | 8:00:00AM- 9:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 09/26/12 8:36AM (We) | 00:30 | Today Show | BCTV1201H | \$800.00 | |
| | Spot | 8:00:00AM- 9:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 09/27/12 8:27AM (Th) | 00:30 | Today Show | BCTV1203H | \$800.00 | |
| | Spot | 8:00:00AM- 9:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 09/28/12 8:28AM (Fr) | 00:30 | Today Show | BCTV1201H | \$800.00 | |
| 5.0 | Contract Line Remarks: NEWS 6-7A/5 | | | | | | | | |
| | Spot | 5:59:04AM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 09/25/12 6:12AM (Tu) | 00:30 | Channel 11 News 6am | BCTV1203H | \$1100.00 | |
| | Spot | 5:59:04AM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 09/26/12 6:12AM (We) | 00:30 | Channel 11 News 6am | BCTV1201H | \$1100.00 | |
| | Spot | 5:59:04AM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 09/27/12 6:07AM (Th) | 00:30 | Channel 11 News 6am | BCTV1203H | \$1100.00 | |
| | Spot | 5:59:04AM-Channel | Day, Tu-1, W-1, Th-1, F-1 | 09/28/12 6:27AM (Fr) | 00:30 | Channel 11 News 6am | BCTV1201H | \$1100.00 | |
| 7.0 | Contract Line Remarks: JUDY 4-430P/7 | | | | | | | | |
| | Spot | 4:00:04PM-Judge Ju | Day, Tu-1, W-1, Th-1, F-1 | 09/25/12 4:26PM (Tu) | 00:30 | JUDGE JUDY 4P | BCTV1203H | \$550.00 | |
| | Spot | 4:00:04PM-Judge Ju | Day, Tu-1, W-1, Th-1, F-1 | 09/26/12 4:11PM (We) | 00:30 | JUDGE JUDY 4P | BCTV1203H | \$550.00 | |
| | Spot | 4:00:04PM-Judge Ju | Day, Tu-1, W-1, Th-1, F-1 | 09/27/12 4:25PM (Th) | 00:30 | JUDGE JUDY 4P | BCTV1201H | \$550.00 | |
| | Spot | 4:00:04PM-Judge Ju | Day, Tu-1, W-1, Th-1, F-1 | 09/28/12 4:10PM (Fr) | 00:30 | JUDGE JUDY 4P | BCTV1203H | \$550.00 | |
| 9.0 | Preempt | | | 09/29/12 | | | 1 preempt @ \$850.00 | \$0.00 | Pre-empt |
| 10.0 | Contract Line Remarks: JEOP 7-730P/10 | | | | | | | | |
| | Spot | 6:59:29PM-Jeopardy | Per week (2), Tu, We, Th | 09/26/12 7:13PM (We) | 00:30 | Jeopardy | BCTV1201H | \$2200.00 | |
| | Spot | 6:59:29PM-Jeopardy | Per week (2), Tu, We, Th | 09/27/12 7:13PM (Th) | 00:30 | Jeopardy | BCTV1203H | \$2200.00 | |
| 11.0 | Contract Line Remarks: WHEEL 730-8P/11 | | | | | | | | |
| | Spot | 7:30:04PM-WHEEL C | Day, Tu-1, W-1, Th-1 | 09/25/12 7:47PM (Tu) | 00:30 | Wheel Of Fortune | BCTV1203H | \$2200.00 | |
| | Spot | 7:30:04PM-WHEEL C | Day, Tu-1, W-1, Th-1 | 09/26/12 7:41PM (We) | 00:30 | Wheel Of Fortune | BCTV1203H | \$2200.00 | |
| | Spot | 7:30:04PM-WHEEL C | Day, Tu-1, W-1, Th-1 | 09/27/12 7:48PM (Th) | 00:30 | Wheel Of Fortune | BCTV1201H | \$2200.00 | |
| 12.0 | Contract Line Remarks: LATE NEWS/12 | | | | | | | | |
| | Spot | 10:59:34PM-CHANNE | Per week (2), Tu, We, Th, Fr | 09/26/12 11:30PM (We) | 00:30 | CHANNEL 11 NEWS AT 11P | BCTV1201H | \$2700.00 | |
| | Spot | 10:59:34PM-CHANNE | Per week (2), Tu, We, Th, Fr | 09/27/12 11:32PM (Th) | 00:30 | CHANNEL 11 NEWS AT 11P | BCTV1203H | \$2700.00 | |

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

| | | | |
|-------------|--------------|-------------|----|
| Gross Total | \$29,600.00 | Total Spots | 23 |
| Commission | (\$4,440.00) | | |
| Net Total | \$25,160.00 | | |